

Rep Order# 6831863 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 104122

Printed: 07/09/2012 9:13 AM  
Last Received: 07/09/2012 6:02 AM  
Showing Buylines: All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) BERKLEY FOR SENATE  
Product BERKLEY FOR SENATE  
Estimate# 30S  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR, JOHNSON, MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E //30S  
Flight Dates 08/07/2012 - 08/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S SC=\*

--- REMARKS ---

PLEASE SEE NA BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$400.00	08/07-08/10	4	1	4	\$1,600.00	
				Buyline Comment: NEWS								
	2	M	5A-6A	NEWS	:30	\$400.00	08/13-08/13	1	1	1	\$400.00	
				Buyline Comment: NEWS								
	3	M	6A-7A	NEWS	:30	\$700.00	08/13-08/13	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	4	TU-F	6A-7A	NEWS	:30	\$700.00	08/07-08/10	8	1	8	\$5,600.00	
				Buyline Comment: NEWS								
	5	TU-F	7A-9A	NEWS	:30	\$1,400.00	08/07-08/10	8	1	8	\$11,200.00	
				Buyline Comment: TODAY								
	6	M	7A-9A	NEWS	:30	\$1,400.00	08/13-08/13	2	1	2	\$2,800.00	
				Buyline Comment: TODAY								
	7	M	4P-430P	NEWS	:30	\$700.00	08/13-08/13	1	1	1	\$700.00	
				Buyline Comment: NEWS								
	*8	TU-F	4P-430P	NEWS	:30	\$700.00	08/07-08/10	4	1	4	\$2,800.00	
				Buyline Comment: NEWS								

Station Remark: VZ NA DT OLYMPICS

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU-SA	730P-8P	OLY ZONE	:30	\$750.00	08/07-08/11	5	1	5	\$3,750.00	
	Buyline Comment: OLY ZONE											
	10	TU-SA	8P-12A	OLY PRIME	:30	\$6,000.00	08/07-08/11	5	1	5	\$30,000.00	
	Buyline Comment: OLY PRIME											
	11	SU	7P-12A	OLY PRIME	:30	\$6,000.00	08/12-08/12	2	1	2	\$12,000.00	
	Buyline Comment: OLY PRIME											
	*12	SA	9P-930P	NEWS	:30	\$500.00	08/11-08/11	1	1	1	\$500.00	
	Buyline Comment: NEWS											
	Station Remark: V2 NA DT OLYMPICS											
	13	SU	7A-6P	OLY DT	:30	\$1,700.00	08/12-08/12	4	1	4	\$6,800.00	
	Buyline Comment: OLY DT											
	14	SA	5A-6P	OLY DT WEEKEND	:30	\$1,700.00	08/11-08/11	4	1	4	\$6,800.00	
	Buyline Comment: OLY DT WEEKEND											
	15	TU-F	9A-4P	OLY DT	:30	\$1,200.00	08/07-08/10	12	1	12	\$14,400.00	
	Buyline Comment: OLY DT											

---REPORT TOTALS---

Report Totals: 63 / \$100,750.00

---SALES MONTHLY TOTALS---

Aug 12: 63 / \$100,750.00  
Sales Totals: 63 / \$100,750.00  
Station Totals: 63 / \$100,750.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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Station KSNV-TV LAS VEGAS, NV.  
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Product BERKLEY FOR SENATE  
Estimate# 308  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

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---COMPETITIVE---

Market Totals	\$205,612	CATV	0%	KBRL	0%	KINC	0%	KLAS	20%	KSNV	49%
		KTUV	16%	KTUD	0%	KVCW	2%	KVMY	0%	KVVU	13%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER  
EST SHARES BASED ON SEVERAL ORDERS

Books JUL12  
Demos RA35+